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TO: Ellen Merlo

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FROM Ina W. Broeman

SUBJECT: Promotion Ideas

In reviewing marketing plans, I found marketing data from past concepts that might be of interest to consumer promotions, etc.

Kampgrounds of America (KOA)

- 650 KOA campgrounds in U.S. and Canada
- More than 25 million people visited KOA campgrounds
- 98.3% of campers are at least 25 years of age
- Median income of \$39,900
- Each KOA campground has a convenience store where cigarettes are sold
- KOA has a directory with a 2 million circulation
- KOA is involved in 121 vacation/recreational shows
- More information on exact demo's can be obtained from KOA

Bass Fishing (Fishing)

There are 60 million fisherman in U.S. and 25 million are bass fisherman.

- White male aged 25-45
- 32% college graduates
- 78% married with children
- 68% blue collar workers
- \$34,569 median income
- 42% of Bassing American participants smoke

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